

*To prevent and treat disease and disability; to promote healthy lifestyles; and to protect and promote the health and quality of our environment.*

## **MEDIA ADVISORY**

**September 27, 2002**

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### **BOISE KIDS & PARENTS TO TAKE PART IN "WALK TO SCHOOL DAY"; MAYOR COLES WILL GREET THEM AT SCHOOL**

**WHAT:** Busloads of students from Adams Elementary School, their parents and other volunteers wearing bright red t-shirts, will gather in area neighborhoods and walk together to school in observation of International Walk to School Day. Mayor Brent Coles will meet the students in front of the school and join them in the auditorium for a school-wide assembly in which the winners of a SAFE KID student poster contest will be announced.

The event is one of many sponsored by Treasure Valley Safe Kids Coalition, which works to teach kids about safe pedestrian behaviors and encourages parents to walk with their children. Other activities sponsored by the group include the poster contest, walkability checks to identify sidewalk and road hazards, and working with Boise Police on speed enforcement.

**WHEN:** Wednesday, Oct. 2, 2002  
8:20 - 8:30 a.m. – Kids will walk to school; Mayor Coles will meet them in front of school  
8:40 a.m. – Assembly begins

**WHERE:** Adams Elementary School, 1725 Warm Springs Avenue

**WHO:** Treasure Valley Safe Kids Coalition  
Boise Mayor Brent Coles  
Boise Police Neighborhood Traffic Team  
Adams School

**WHY:** More than 700 children ages 14 and under died from pedestrian-related injuries in 1999, making it the third leading cause of preventable injury-related death among kids. In a recent survey, SAFE KIDS found that nearly 60 percent of parents and kids encountered serious hazards on their routes to school. An Adams School Safety Committee will review concerns parents discover on their walk and propose changes to ACHD through the East End Neighborhood Traffic Committee.

**NOTE:** SAFE KIDS is releasing a **Report to the Nation on Child Pedestrian Safety on October 1, 2002**. The report is a comprehensive review of current pedestrian literature and an analysis of pedestrian injury data from 1990 to 2000. For more information or for a copy of the report, contact the National SAFE KIDS Campaign's communications department at (202) 662-0600 or visit [www.safekids.org](http://www.safekids.org).

*The Treasure Valley Safe Kids Coalition is part of the National SAFE KIDS Campaign, the first and only national nonprofit organization dedicated solely to the prevention of unintentional childhood injury – the number one killer of children ages 14 and under. More than 300 state and local SAFE KIDS coalitions in all 50 states, the District of Columbia and Puerto Rico comprise the Campaign. Former U.S. Surgeon General C. Everett Koop, M.D., Sc.D. is chairman of the Campaign.*

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